ARMSTRONG CLOTHING COMPANY

SUCCESSORS TO

Browning, King & Co.

The Shrewdest Bargain of the Year

Was clinched by the ARMSTRONG CLOTHING CO. February 1, when they bought the magnificent stock of

Clothing, Hats, Caps, and Furnishing Goods

Together with fixtures, amounting in all to

$35,000.00 at exactly 50 cents on the dollar!

An Offer Extraordinary!

The Armstrong Clothing Co. fully realize that they have plucked the juicest plum that ever grew in mercantile orchard when they secured for almost nothing this fine stock of Clothing, Hats and Furnishing Goods for men, boys and children, and do make THIS SPECIAL OFFER TO SHARE their good fortune with the many friends of the old firm or to any and all who may be fortunate enough to be able to attend the

Great Clearing Out Sale of the Old Browning, King & Co. Stock

OUR EASTERN BUYER

is now in the market and soon will be shipping to us carloads of spring goods, hence the Browning-King stock must go to make room. The Armstrong Clothing Co. are anxious to put themselves on record as the popular clothing house of Nebraska. and for that reason will make a fair, square, equitable division of the profits with their patrons. Below you will find a partial list of the great bargains we offer.

SALE LASTS FROM WEDNESDAY, FEBRUARY 3, TILL ALL THE OLD GOODS ARE GONE

Do Not Forget to Bring This Advertisement With You---We Will Show You the Goods as Advertised.

Bargain's in Men's Dress Overcoats

AT THE FOLLOWING LOW PRICES YOU SHOULD NOT GO WITHOUT A NEW OVERCOAT LONGER THAN IT WILL TAKE YOU TO REACH OUR STORE.

Men's Overcoats, that B, K & Co sold at $5.00, our price..... $2 50
Men's Overcoats, that B, K & Co sold at $6.50, our price..... 3 75
Men's Overcoats, that B, K & Co sold at $8.00, our price..... 4 00
Men's Overcoats, that B, K & Co sold at $12.50, our price..... 5 75
Men's Overcoats, that B, K & Co sold at $15.00, our price..... 8 00
Men's Overcoats, that B, K & Co sold at $16.50, our price..... 8 75
Men's Overcoats, that B, K & Co sold at $18.00, our price 11 78
Men's Overcoats, that B, K & Co sold at $20.00, our price..... 12 50

Great Bargains in Men's Ulster Coats

Heavy Ulsters, B, K & Co's price $4.00, new price..... $1 98
Substantial Ulster, B, K & Co's price $6.00, new price..... 2 98
Fine Ulster, B, K & Co's price $9.50, new price..... 4 25
Irish Freize Ulster, B, K & Co's price $10.00, new price..... 5 95
All B, K & Co's $15.00 Ulsters, our new price will be 8 00
All B, K & Co's $18.00 Ulsters, our new price is..... 10 00
All B, K & Co's Best $20.00 Ulsters, the new firm sell at. 11 50

Bargains in Boys' Ulsters

$1 98 buys one of B, K & Co's $3.50 Boys' Ulsters.
2 50 buys one of B, K & Co's $5.00 Boys' Ulsters.
2 98 buys one of B, K & Co's $6.00 Boys' Ulsters.
3 25 buys one of B, K & Co's $6.50 Boys' Ulsters.
5 00 buys one of B, K & Co's $9 and $10 Boys' Ulsters.
7 50 buys one of B, K & Co's $15.00 Boys' Ulsters.

Bargains in Men's Suits

B, K & Co's $5.00 Suits go at.... $2 50
B, K & Co's $6.00 Suits go at.... 3 25
B, K & Co's $6.50 Suits go at.... 3 95
B, K & Co's $7.50 Suits go at.... 4 95
B, K & Co's $9.50 and $10 Suits go at..... 6 45
B, K & Co's $12.50 Suits go at.... 8 37
B, K & Co's $15.00 and $16.50 Suits, go at..... 9 95
B, K & Co's $18.00 and $20.00 Suits go at..... 11 78

Great Bargains in Mackintoshes

All B, K & Co's $6.50 Mackintoshes go at..... $3 95
All B, K & Co's $7.00 Mackintoshes go at..... 4 45
All B, K & Co's $8.00 Mackintoshes go at..... 5 00
All B, K & Co's $12.50 Mackintoshes go at..... 7 45
All B, K & Co's $15.00 Mackintoshes go at..... 8 95

Bargains in Men's Odd Pants

98 pairs Men's Odd Pants; our price, 3 pairs for..... $1 00
B, K & Co's regular 90c Jean Pants, go at..... 57c
B, K & Co's regular $1.50 Pants go at..... 87c
B, K & Co's regular $2.00 Pants go at..... 95c
B, K & Co's regular $2.25 and $2.50 Pants go at..... $1 48
B, K & Co's regular $3 00 Pants go at..... 1 98
B, K & Co's regular $3.50 and $4 Pants go at..... 2 48
B, K & Co's regular $5 Pants go at..... 3 50
B, K & Co's regular $6 Pants go at..... 3 75

Bargains in Boys' Knee Pant Suits

B, K & Co's $1.25 Knee Pant Suits go at.....$ 75
B, K & Co's $1.50 Knee Pant Suits go at..... 95
B, K & Co's $2.00 Knee Pant Suits go at..... 1 13
B, K & Co's $2.50 and $3.00 Knee Pant Suits go at..... 1 48
B, K & Co's $3.50 and $4.00 Knee Pant Suits go at..... 1 68
B, K & Co's $4.50 Knee Pant Suits go at..... 2 95
B, K & Co's $5.00 and $5.50 Knee Pant Suits go at..... 3 45
A few of B, K & Co's $7.00, $7.50 and $10 Suits will be sold at. 4 95

Bargains in Boys' Overcoats

B, K & Co's $1.25 Cape Overcoats go at..... 50c
B, K & Co's $1.50 Cape Overcoats go at..... 75c
B, K & Co's $2.50 Cape Overcoats go at..... $1 25
B, K & Co's $3.50 Cape Overcoats go at..... 1 98
B, K & Co's $4.00 Cape Overcoats go at..... 2 00
B, K & Co's $5.00 Cape Overcoats go at..... 2 45
B, K & Co's $6.00 Cape Overcoats go at..... 2 98
B, K & Co's $6.50 Cape Overcoats go at..... 3 25

Bargains in Men's Hats

B, K & Co's $5.00 Stetson Hats go at..... $2 50
B, K & Co's $5.00 Youman Stiff Hats go at..... 2 00
B, K & Co's $4.00 Stiff Hats go at 2 00
B, K & Co's $3.50 Stiff Hats go at 1 78
B, K & Co's $3.00 Stiff Hats go at 1 50
B, K & Co's $2.50 Stiff Hats go at 1 25
B, K & Co's $2.00 Stiff Hats go at 1 00
B, K & Co's $1.75 Stiff Hats go at 95
Men's Crush Hats, B, K & Co's price $1.00, our price..... 47
Men's Fedora Hats, B, K & Co's price $1.25, our price..... 57
Men's Fine Fedora Hats, B, K & Co's price $1.50, our price.... 98
Men's All Fur Fedora Hats, B, K & Co's price $2.00, our price.. 1 18
Men's Extra Fine Fedora Hats, B, K & Co's price $2,50, our price..... 1 39

Cap Department

Greatest bargains ever given will be found in our Cap Department; also in Children's Fancy Underwear. You should bring your children with you. We have hundreds of styles to show you, some of which sold as high as $2, now your choice from 25c to 75c.

Bargains in Boys' Long Pant Suits

B, K & Co's $4.00 Boys' Suits go in this sale at..... $2 25
B, K & Co's $4.50 Boys' Suits go in this sale at..... 2 63
B, K G Co's $5.00 Boys' Suits go in this sale at..... 2 95
B, K & Co's $5.50 Boys' Suits go in this sale at..... 3 37
B, K & Co's $6.50 Boys' Suits go in this sale at..... 4 35
B, K & Co's $8.50 Boys' Suits go in this sale at..... 4 95
B, K & Co's $10.00 Boys' Suits go in this sale at..... 6 00
B, K & Co's $12.50 Boys' Suits go in this sale at..... 6 48

Bargains in Boys' Reefer Coats

B, K & Co's Boys' $10.00 Reefers go at..... $5 00
B, K & Co's Boys' $7.50 Reefers go at..... 3 75
B, K & Co's Boys' $6.00 Reefers go at..... 2 98

Armstrong Clothing Co.,

1013-19 O Street, Lincoln, Nebraska